

Message Text

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PAGE 01 TAIPEI 02944 210156Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----210157Z 117262 /73

P R 210115Z MAY 77
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3641

UNCLAS TAIPEI 2944

FOR: USDOC/OIM/EA -- STRINGER

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: GLOSING DAY REPORT

(1) MACH TECH '77 - METALWORKING EQUIPMENT & MACHINE
TOOL EXHIBITION

(2) U.S. TRADE CENTER, TAIPEI, MAY 17-20, 1977
OFF-SITE: INTERNATIONAL HOUSE OF TAIPEI, 18 HAIN YI
RD., SEC. 3

(3) 28 PARTICIPANTS, 53 EXHIBITORS
(A) NTM 38
(B) OTM 15

(4) \$1,161,600
(A) \$887,600
(B) \$274,000

(5) \$12,700,000
(A) \$9,305,000
(B) \$3,395,000

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(7) 13

(8) 13 (265 LEADS)

(9) N/A

(10) 6,748 (UN-OFFICIAL)

(11) THE EVEN DISTRIBUTION OF SALES, IMMEDIATE AND PROJECTED, MAKE IT DIFFICULT TO SINGLE OUT AN INDIVIDUAL SUCCESS STORY. OF THE 53 EXHIBITORS 37 REPORTED OFF-THE-FLOOR SALES AND ALL PROJECTED SUBSTANTIAL SALES OVER THE NEXT 12 MONTHS. AGENCY FINDING WAS MOST SUCCESSFUL WITH 13 APPOINTMENTS AND AN ADDITIONAL 13 AGREEMENTS EXPECTED TO BE FINALIZED WITHIN 12 MONTHS. TWO HUNDRED SIXTY-FIVE AGENCY LEADS WERE IDENTIFIED BY THE 12 EXHIBITORS SEEKING REPRESENTATION. ALL COMMERCE OBJECTIVES FOR A TRADE CENTER EXHIBITION WERE ACHIEVED WITH 37 NTM EXHIBITORS, GOOD IMMEDIATE AND PROJECTED SALES, 13 AGENTS APPOINTED, SATISFIED EXHIBITORS AND THE HIGH QUALITY OF OVER 6000 ATTENDEES. SPECIAL MENTION IS NOTED FOR THE FINE PROCUREMENT OF A WELL BALANCE EXHIBITION. THE COMMERCIAL SECTION GAVE EXCELLENT SUPPORT TO THE 12 EXHIBITORS SEEKING REPRESENTATION AS THEY DEVELOPED 265 AGENCY LEADS FROM WHICH 13 APPOINTMENTS WERE MADE AND 13 ADDITIONAL AGREEMENTS ARE EXPECTED TO BE SIGNED WITHIN 12 MONTHS.

(12) MR. JESSE MAFFUID, INTERNATIONAL SECRETARY, NATIONAL MACHINE TOOL BUILDER'S ASSOCIATION (NMTBA) ATTENDED ALL SESSIONS AT THE EXHIBITION AND HELD DISCUSSIONS WITH THE MANY ATTENDEES SEEKING INFORMATION ON THE MACHINE TOOL INDUSTRY IN THE UNITED STATES.

ADDITIONALLY, MR. MAFFUID LED A TRADE MISSION OF SIX MEMBERS TO KAOHSIUNG ON MAY 11-13, 1977. IN KAOHSIUNG, THE MEMBERS

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WERE HIGHLY PLEASED WITH THE RESPONSE OF THE MACHINE TOOL, METALWORKING INDUSTRY, I.E., TAIWAN IRON WORKS, CHINA SHIPBUILDING, CHINA STEEL, TO NAME A FEW. THE TRADE MISSION WILL DEPART TAIPEI ON SATURDAY FOR SEOUL WHERE THEY WILL COMPLETE THEIR EAST ASIA SCHEDULE.

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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Status: NATIVE
Subject: GLOSING DAY REPORT (1) MACH TECH \77 - METALWORKING EQUIPMENT & MACHINE TOOL EXHIBITION
TAGS: BEXP, TW
To: COM
Type: TE
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